

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A sign module, comprising:
 - a display configured to display a message;
 - a processor configured to control the display; and
 - at least one communication port connected to the processor for communicating with a second sign module having a display;wherein the sign module, when used in association with a second sign module, is configured to determine whether to operate as a master sign module or a slave sign module relative to the second sign module;
 - and if the sign module determines to operate as a master sign module, the sign module is configured to communicate with the second sign module to control the message on both its display and the display of the second sign module;
 - and if the sign module determines to operate as a slave sign module, the sign module is configured to communicate with the second sign module and display a message received from the second sign module;
 - otherwise when not used in association with a second sign module, the sign module is configured to control only the message on its display.
2. The sign module of Claim 1, further comprising a plurality of communication ports connected to the processor for communicating with a plurality of other sign modules.
3. The sign module of Claim 2, wherein a communication port is disposed on each of a top and bottom side of the sign module, thereby allowing any number of sign modules to be associated with each other in a vertical direction.
4. The sign module of Claim 2, wherein a communication port is disposed on each of a left and right side of the sign module, thereby allowing any number of sign modules to be associated with each other in a horizontal direction.

5. The sign module of Claim 1, wherein the sign module is associated with a second sign module in a horizontal direction and the processor is configured to scroll the message on the display.

6. The sign module of Claim 1, wherein the sign module is associated with a second sign module in a vertical direction, and data is communicated between the sign module and the second sign module to determine the number of sign modules associated in the vertical direction.

7. The sign module of Claim 6, wherein the processor is further configured to adjust the size of the message based on the number of sign modules associated in the vertical direction.

8. The sign module of Claim 1, wherein the processor is further configured to receive user input to change the content of the message on the display.

9. The sign module of Claim 8, wherein the user input is a message select input that causes the processor to display stored messages and receive further input from the user indicating a desired message.

10. The sign module of Claim 9, wherein the processor is further configured to replace the message on the display with the desired message indicated by the user.

11. The sign module of Claim 8, wherein the user input is a one-shot message input that causes the processor to temporarily display a one-shot message for a predetermined period of time.

12. The sign module of Claim 8, wherein the user input enables the user to modify a message for display.

13. The sign module of Claim 8, wherein the user input is received from a remote control that communicates with the processor via wireless communication.

14. The sign module of Claim 8, wherein the user input is received from a remote control that communicates with the processor via wired communication.

15. The sign module of Claim 8, wherein the user input is received from a microphone in communication with voice recognition software operating in the processor.

16. The sign module of Claim 1, wherein the processor is further configured to communicate software instructions with a second sign module.

17. The sign module of Claim 16, wherein the processor receives software instructions from the second sign module in the form of updated software, and is configured to replace software operating in the sign module with the updated software.

18. The sign module of Claim 16, wherein the processor transmits software instructions to the second sign module in the form of updated software.

19. The sign module of Claim 1, further comprising a mechanical fastener that physically supports a connection of the sign module to a second sign module.

20. The sign module of Claim 1, wherein sign module has a rectangular shape that, when associated with a second sign module having a rectangular shape, results in a rectangular sign matrix.

21. The sign module of Claim 1, wherein the sign module is configured to automatically determine whether to operate as a master sign module or a slave sign module at the time it is used in association with the second sign module.

22. The sign module of Claim 21, wherein if the sign module determines to operate as a master sign module, the sign module is configured to automatically communicate with the second sign module to control the message on both its display and the display of the second sign module without requiring external user input.

23. The sign module of Claim 21, wherein if the sign module determines to operate as a slave sign module, the sign module is configured to automatically communicate with the second sign module and display a message received from the second sign module without requiring external user input.